

**BRAZIL LAUNCHES PROGRAM TO FIGHT EXTREME POVERTY WITH ENVIRONMENTAL PROTECTION INCENTIVES**

***Brazil President Dilma Rousseff launches Bolsa Verde ("Green Grant") program to incentivize environmental conservation efforts for families living in extreme poverty***

**Manaus, Brazil – September 28, 2011** – Brazil's President Dilma Rousseff, alongside Brazilian ministers, governors and mayors, today launched the country's *Bolsa Verde* program (Program to Support Environmental Conservation) to promote sustainable social development and encourage conservation of Brazilian ecosystems. The program, also known as "Green Grant," will be administered by Brazil's Ministry of Environment as part of the country's comprehensive national poverty alleviation plan, *Brasil Sem Miséria*, which launched in June 2011.

Under the program, Brazilian families living in extreme poverty (defined as having a monthly household income of up to R\$ 70) that develop environmental conservation projects will receive R\$ 300 in grant funds every three months. Qualifying environmental protection projects include work in national forests, extractive and sustainable development reserves, forest settlements, Areas of Permanent Preservation (APP), and sustainable development and extractive settlement projects run by Instituto Nacional de Colonização e Reforma Agrária (INCRA). Additional environmental preservation activities covered by *Bolsa Verde* include sustainable extraction and fishing practices.

The program aims to assist 18,000 families by the end of 2011 and approximately 76,000 households by 2014. Over 3,500 families will receive funds beginning in early October 2011.

"The Green Grant program is, above all, the recognition that offering an incentive is crucial to align guaranteed income and the preservation of the environment. This is central to our development model," said President Rousseff during the announcement. "With increased income, people are able to commit more fully to the preservation of the environment and its surroundings."

*Bolsa Verde* will be monitored by the satellite used by the Amazon Protection System (*Sistema de Proteção da Amazônia - SIPAM*), which will map areas indicating where households participating in *Bolsa Verde* are located. The impact of the initiative will also be monitored through site visits by program officials.

"Environmental policy is not done alone. An integration of policies is needed to generate income, protect the environment and eradicate poverty. This is the purpose of implementing developmental public policies," noted Minister of Environment, Izabella Teixeira. "We live a new phase in our economic, social and environmental policies."

To participate in *Bolsa Verde*, the head of the beneficiary household must register with the program. Currently, 8,000 families are registered and have signed the terms of agreement.

The government has trained technicians from various parts of the country to facilitate the administrative operations associated with setting up *Bolsa Verde*, and funds will be transferred to families using the *Bolsa Família* (Family Grant) card as part of Brazil's existing cash transfer program.

**Governors and Mayors**

At today's meeting, the Brazilian federal government, state governors and municipal associations signed terms of commitment to eradicate poverty in the Northern region. In addition to *Bolsa Verde*, other planned actions include locating and registering citizens living in extreme poverty and outside the reach of basic social services; purchasing food produced by family farming; offering professional training in rural and urban areas; and providing additional income to complement *Bolsa Família*.

The goal is to lift 2.65 million Brazilians living in the country's Northern region from extreme poverty. In seven Brazilian states, 56 percent of the poorest households are located in rural areas. The goal of *Brasil Sem Miséria* is to assist 16.2 million people (17 percent of the population in the North)

through income transfers and access to public services in the fields of education, health, social assistance, sanitation and electricity, and productive inclusion.

#### **Active Search**

The Active Search initiative aims to bring governmental assistance to the neediest population in Brazil by identifying vulnerability and social risk, providing public services close to residential areas, and identifying those not receiving entitled social benefits. The goal of Active Search is to make programs such as *Bolsa Família* and the Continuous Cash Benefit (*Benefício de Prestação Continuada* - BPC), focused on the elderly and disabled populations, available to Brazilian citizens who are entitled to such social benefits.

To facilitate the registration and management of data on beneficiary families, the government also announced the installation of 166 fixed internet satellite antennas in 160 municipalities in the states of Acre, Pará, Amapá, Maranhão, Mato Grosso, Roraima and Amazonas. The equipment, to be provided through an agreement with the Ministry of Defense's Management and Operations Center of the Amazon Protection System (Censipam) will help to identify communities living in isolated regions with limited access to the computer network.

#### **Food Security**

The Brazilian federal government also signed an agreement with the Amazonas state government, which expands the Program for the Purchase of Food from Family Farming Acquisition (*Programa de Aquisição de Alimentos da Agricultura Familiar* - PAA) in the region. The initiative, which amounts to R\$ 2.5 million, will assist 683 family farmers in 17 municipalities by purchasing 850 tons of food and distributing them to 34 organizations that provide localized social assistance.

"The population living in extreme poverty in Northern Brazil doesn't want philanthropy, they want opportunity, information and access to markets," said Minister of Social Development Tereza Campello. "We need to guarantee and enable food security in the region through a series of measures including technical assistance in agriculture and partnerships with supermarket chains to purchase family farming products".

Through the Ministry of Education's National School Meal Program (*Programa Nacional de Alimentação Escolar* - PNAE), a contract will also be signed between the Municipality of Manaus and the Agroindustrial Cooperative of Producers in the Uatumã Settlement Project to distribute food to 430 schools in the city. In all, 260,000 students will be provided with nutritious school meals comprised of foods such as banana, papaya, rice, collard greens, and squash, among others. The contract totaling nearly R\$ 3.5 million will benefit more than 1,000 family farmers, who provide the food for this program.

Recent figures from the Brazilian Institute of Geography and Statistics (*Instituto Brasileiro de Geografia e Estatística* - IBGE) show that 70 percent of the food in Brazilian households is produced by family farmers.

#### **Northern Region – Number of people living in extreme poverty**

Acre – 121,290  
Amapá – 82,924  
Amazonas – 648,694  
Pará – 1,432,188  
Rondônia – 121,290  
Roraima – 76,358  
Tocantins – 163,588  
**TOTAL – 2,658,452**

Source: IBGE – Census 2010

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